

ROUs: 1110 / 1210 / 1310 / 1710

Distribute to RJR Managers w/Chain responsibility
for chains on attached Excel spreadsheet

Sales		Retail	
1221		1222	
1222		1223	
1223		1226	
1224		1229	
1225		ROM	
1226		PC	SC
1229		MC	PA
1230	AE		
1244	SM, FP	RSM	RBM

51847 1809

RJ REYNOLDS

TOBACCO COMPANY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

November 25, 1997

RJR Account #375878
P. Cox
McLANE-NORTHEAST

JANUARY: DORAL \$1.00 OFF 2-PACKS / TEAR TAPE PROMOTION #800004

Dear Paul:

We have placed orders for *Doral Pre-Sleeved Tear Tape* product (@ .50¢/Pack) as listed to pack and ship this promotion to your participating retail accounts. **1290** SKUs of Displays (item #535481) have been ordered to Consolidated Industries to pack this Promotion.

Product PO # ER2620-01

<u>UPC Code</u>	<u>Doral Brand Styles</u>	<u>#/ (6M) Cases</u>
12300-24698	Light	43
12300-24750	Light 100	43
12300-24752	Lt Men 100	43
12300-24751	FF 100	43

All additional pertinent promotional information is listed below:

<u>Product Arrival (@ McLane):</u>	<u>January 5, 1998</u>
<u>Displays Arrival (@ Consolidated):</u>	<u>January 8, 1998</u>
<u>Ship Date to Retail:</u>	<u>January 26, 1998</u>

Display (Item #535481)

<u>SKU CUBE:</u>	0.4965
<u>SKU WT (w/o Product):</u>	1.5625 lbs
<u>Retail Sales Offer per Sku:</u>	20 units
<u>Billing per Sku:</u>	4 Savings Cartons
<u>EFT \$ Amount:</u>	<u>\$25,979.18</u>

51847 1810

Promotion Description: Utilize self-contained shipper displays. Each Doral pack will have ".50¢ Off" Tear Tape. Product is pre-sleeved; each carton contains five 2-pack offers. One carton of each of the 4 brand styles should be placed in Counter Display and shipped to retail.

Brand Styles: Doral Lt / Doral Lt 100 / Doral Lt Men 100 / Doral FF 100

**SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED RETAIL CUSTOMER LIST
SEE ATTACHED 'WHOLESALE PACKING INSTRUCTIONS'**

RJR will reimburse you \$14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$842.80 (60.2 (12M) cases @ \$14.00).

If you have any questions, please contact me. As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell

Promotional Coordinator / 1610

/jc

cc: L. E. MacWilliams

cc: R. Moore / McLane

1610: DK / SS / RMD

1000: J. Piscitelli

1340: J. Rago

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Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

McLANE-NORTHEAST (#375878): CIGARETTE DISPLAYS BY STATE

ROUs: 1110 / 1210 / 1310 / 1710 - DISTRIBUTE TO APPROPRIATE RJR CHAIN MANAGERS

McLANE NE

JANUARY: DORAL \$1.00 OFF 2-PACK PURCHASE / PROMO #800004

RETAIL DISTRIBUTION DATE: 1/26/98

CHAIN NAME	NO. OF STORES	# DISPLAY UNITS TO SHIP TO EACH ACCOUNT	TOTAL # DISPLAYS	NUMBER OF DISPLAYS PER GROUP PER STATE												
				CT	DE	MA	MD	ME	NH	NJ	NY	OH	PA	RI		
A-PLUS/ SUNOCO	301	See List	371	1	2	25			2	16	108		214	3		
AMOCO	58	1	58							27	2		29			
BP OIL	44	1	44										44			
COASTAL MART	37	2	74							22			52			
COOKS CONVENIENT	7	See List	10								10					
COUNTRY FAIR	70	See List	87								13	7	67			
CONV EXPRESS	5	See List	9								9					
EXPRESS MART	41	See List	46								46					
HESS MART	51	See List	93							4	78		11			
HESS STATION	155	See List	168	1		2				28	97		39	1		
KRAUSZERS	12	1	12	12												
MANLEY'S	11	See List	30								30					
MOBIL / ON THE RUN	100	1	100	14		24			13		44			5		
QUICKWAY	29	See List	36								36					
7/11 - HANDEE MART	24	1	24									1	9	14		
SUGARCREEK	71	1	71								71					
SUNRISE FOODS	16	See List	21								21					
INDEPENDENTS & SMALL CHAINS	33	See List	33	1		4	2		3	4	13		6			
TOTALS	1065		1287	29	2	55	2	0	18	101	578	8	9	476	9	